

Business Recruitment & Retention Coordinator

The City of Highland seeks qualified applicants for the full-time position of **Business Recruitment & Retention Coordinator**. Primary responsibilities include implementing and coordinating the City's business recruitment and retention policies and procedures; development of marketing strategies for Highland Communication Services (HCS), working as a liaison with community leaders and residents as well as assist with the overall business welfare efforts of the City.

Essential duties and responsibilities include implementation of marketing and advertising campaigns for the City and HCS; development of long-term and short-term strategic business recruitment and retention goals; coordinate special event programming; development of marketing materials; website design/updates; prepares grant applications, maintains business and available property database and serves as a liaison to the Industrial Development Commission.

A Bachelor's Degree in Marketing, Communication, or related field as well as a minimum of 3 years related work experience is required. A Master's Degree in Public Administration, Business Administration or related field is preferred. Municipal experience is also preferred. Candidates must have demonstrated excellent oral and written communication skills; ability to analyze information quickly, strong working knowledge of advertising industry, including print, radio, videos and web media; working knowledge of government administration, structure and operation. Candidates must also have advanced knowledge of all Microsoft Office applications as well as ability to learn software applications specific to municipal operations. A commanding knowledge of Adobe Photoshop CS and traditional marketing techniques also required. **City of Highland residency is required within one year of hire.**

If you meet the qualifications outlined above please send a cover letter and resume with salary history no later than Monday, May 2, 2011 to: City of Highland, Attn: Director of Human Resources, 1115 Broadway, P.O. Box 218, Highland, IL. 62249. A complete job description can be obtained at City Hall or by contacting Human Resources at lschoeck@highlandil.gov. EOE